

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM642496

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LiveArena AB		04/19/2021	Limited Corporation: SWEDEN
RECEIVING PARTY DATA			
Name:	LiveArena Broadcast AB		
Street Address:	PO Box 38045		
City:	Stockholm		
State/Country:	SWEDEN		
Postal Code:	100 64		
Entity Type:	Limited Corporation: SWEDEN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4748288	LIVEARENA	
Registration Number:	5719196	LIVEARENA	
CORRESPONDENCE DATA			
Fax Number:	7709510993		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	770-933-9500		
Email:	t.deveau@thip.law		
Correspondent Name:	Todd Deveau / Thomas Horstemeyer, LLP		
Address Line 1:	3200 Windy Hill Road, SE		
Address Line 2:	Suite 1600E		
Address Line 4:	Atlanta, GEORGIA 30339		
ATTORNEY DOCKET NUMBER:	821321.9010		
NAME OF SUBMITTER:	Todd Deveau		
SIGNATURE:	/Todd Deveau/		
DATE SIGNED:	04/27/2021		
Total Attachments: 5			
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THIS ASSIGNMENT is made this 19th day of April 2021

BETWEEN

LiveArena AB (company no 559004-8251), a Swedish limited company organised and existing under the laws of Sweden, of, of P.O. Box 17086, 104 62 Stockholm, Sweden (hereinafter called "the Assignor") of the one part

and

LiveArena Broadcast AB (company no 559163-0750), a Swedish limited company organised and existing under the laws of Sweden, of, P.O. Box 38045, 100 64 Stockholm, Sweden (hereinafter called "the Assignee") of the other part.

WHEREAS

- a. The Assignor is the Registered Proprietor of the Trade Mark Registrations details of which are set out in the schedule hereto (hereinafter referred to as "the Trade Marks").
- b. The Assignor has agreed to assign the Trade Marks to the Assignee for the consideration hereinafter appearing.

NOW IT IS AGREED as follows:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns the Trade Marks and all right, title and interest therein together with the goodwill symbolised in the Trade Marks and together with all rights of action, remedies, powers and benefits relating to the Trade Marks including the right to sue for damages for infringement occurring before the date of this Assignment.



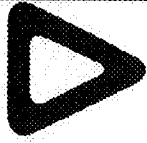



FURTHER ASSURANCE

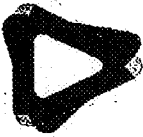


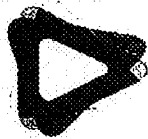
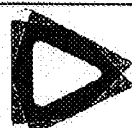
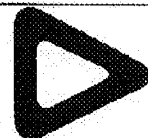

The Assignor undertakes that, at the request and expense of the Assignee, it will execute all such documents, forms and authorisations and depose to or swear any declaration or oath as may be necessary under the law of any country for completing the transfer to the Assignee of the full right, title and interest to any of the rights assigned by Clause 1.








APPLICABLE LAW AND JURISDICTION

This Assignment and any dispute or claim arising out of or in connection with it shall be governed by and construed in accordance with the laws of Sweden and all disputes or claims arising out of or relating to this Assignment shall be subject to the exclusive jurisdiction of the Swedish Courts to which the parties irrevocably submit.


THE SCHEDULE

COUNTRY	MARK	TRADE MARK NO.	CLASSES	FILING DATE
Australia - International		1292963	Classes 9, 35, 38 and 41	13/10/2015
Australia - International		1319411	Classes 9, 35, 38 and 41	26/04/2016
Australia - International		1809799	Classes 9, 35, 38 and 41	26/04/2016
Canada	LiveArena	TMA 979048	Classes 9, 38 and 41	22/05/2012
Canada		TMA 1008429	Classes 9, 35, 38 and 41	13/10/2015
Canada		TMA 1008604	Classes 9, 35, 38 and 41	25/04/2016
Canada		TMA 1008605	Classes 9, 35, 38 and 41	25/04/2016
Canada	LIVEARENA	1868287	Classes 9, 38 and 42	16/11/2017
European Union	MYARENA	5347621	Classes 35, 38 and 42	02/10/2006
European Union	LIVE ARENA	10778975	Classes 9, 38 and 41	02/04/2012
European Union	LiveArena	10845121	Classes 9, 38 and 41	27/04/2012
European Union	LIVEARENA BROADCAST	13946058	Classes 9, 35, 38 and 41	13/04/2015
European Union	LIVEARENA SPORTS	13945993	Classes 9, 35, 38 and 41	13/04/2015

European Union	LIVEARENA TV	13946108	Classes 9, 35, 38 and 41	13/04/2015
European Union		13946173	Classes 9, 35, 38 and 41	13/04/2015
European Union	LIVEARENA	17376542	Classes 9, 38 and 42	23/10/2017
European Union		17379553	Classes 9, 38 and 42	23/10/2017
European Union		17376815	Classes 9, 38 and 42	23/10/2017
Madrid Protocol	LIVEARENA BROADCAST	1292965	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol	LIVEARENA SPORTS	1292964	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol	LIVEARENA TV	1292962	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol		1292963	Classes 9, 35, 38 and 41	13/10/2015
Madrid Protocol		1319411	Classes 9, 35, 38 and 41	26/04/2016
Madrid Protocol		1319410	Classes 9, 35, 38 and 41	26/04/2016
Norway		297404	Classes 9, 38 and 42	24/10/2017

Norway - International		1292963	Classes 9, 35, 38 and 41	13/10/2015
Norway - International		1319411	Classes 9, 35, 38 and 41	26/04/2016
Norway - International		1319410	Classes 9, 35, 38 and 41	26/04/2016
Sweden	MYCHANNEL	377526	Classes 35 and 38	04/03/2005
Sweden		530071	Classes 9, 35, 38 and 41	10/11/2015
Switzerland - International	LiveArena	1368592	Classes 9, 38 and 41	23/03/2017
United States - International		1292963	Classes 9, 35, 38 and 41	13/10/2015
United States - International		1319411	Classes 9, 35, 38 and 41	26/04/2016
United States - International		1319410	Classes 9, 35, 38 and 41	26/04/2016
United States of America	LiveArena	4748288	Classes 9, 38 and 41	18/05/2012
United States of America	LIVEARENA	5719196	Classes 9, 38 and 42	29/12/2017

IN WITNESS OF THE ABOVE the parties have executed this Agreement with effect from the date written at the head of this Assignment.

Signed by  _____
MARIJA BJORK

For an on behalf of
LiveArena AB

Signed by  _____
ANDERS NILSSON

For and on behalf of
LiveArena Broadcast AB